IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

 Application Serial No:
 10/715,170

 Filing Date:
 11/17/2003

 First Named Inventor:
 Kamal Jain

 Assignee:
 Microsoft Corporation

 Confirmation No:
 4120

 Group Art Unit:
 3623

 Examiner:
 Neil R. Kardos

 Attorney's Docket No:
 MS1-3956US

 Title:
 Systems and methods for approximating optimal distribution via networked systems

RESPONSE TO NON-FINAL OFFICE ACTION DATED AUGUST 4, 2010

To: Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

From: Don H. Min (Tel.206-876-6002: Fax 509-323-8979)

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In response to the Non-Final Office Action dated August 4, 2010, in connection with the above-identified application, the following amendments and remarks are respectfully submitted. Favorable consideration is respectfully requested.

Fees will be paid by credit card through the EFS Web; however the Commissioner is hereby authorized to charge any deficiency of fees and credit any overpayments to Deposit Account Number 12-0769.

Claims Listing begins on page 2 of this document.

Statement of Substance of Interview begins on page 9 of this document.

Remarks begin on page 10 of this document.